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Class-section: BA130 01

BA130 Module 5 Test-Chapters 13, 14, 15, & 16

Please choose the best answer. Use A or B. Place the answers in front of the numbers.

__A__1. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
a. true b. false

__A__2. The three parts of the marketing concept are_____
a. customer orientation, service orientation, and profit orientation
b. customer orientation, company orientation, and national orientation

__A__3. The 4 Ps of marketing or the marketing mix are _____.
a. product, price, place, and promotion
b. place, product, plan, and profit

__A__4. A total product offer consists of everything consumers evaluate when deciding whether to buy something.
a. true b. false

__B__5. The four classifications of consumer goods and services include _____.
a. daily goods and services, home-made goods and services, shopping goods and services and overseas goods and services
b. convenience goods and services, shopping goods and services, specialty goods and services, and unsought goods and services

__A__6. The functions of packaging must attract the buyers' attention, protect the goods inside, stand up under handling, be easy to open and use, describe the contents, explain the benefits, provide information, and indicate price, value, and uses.
a. true b. false

__A__7. Intermediaries perform certain marketing tasks such as transportation, storing, selling, advertising, and relationship building faster and more cheaply than most manufacturers could.
a. true b. false

__B__8. Nonstore retailing do not include electronic retailing telemarketing, vending machines, kiosks, and carts, direct selling, multilevel marketing, and direct marketing.
a. true b. false

__A__9. Transportation modes include rail, trucks, ships, pipelines and airplanes.
a. true b. false

__A__10.____ is the talking part of sales promotion. It is information distributed by the media that's not

paid for or controlled by the seller.

a. **Publicity**

b. **Public relations**